

Proposal Title: ESTUARY SUPPLEMENTS
 Applicant Name: FRIENDS OF THE ESTUARY
 Mailing Address: P.O. BOX 791 OAKLAND, CA 94609
 Telephone: (415) 989-2441
 Fax: 989-9024
 Email: bayanici@aol.com

Amount of funding requested: \$ 108,710 for 2 years

Indicate the Topic for which you are applying (check only one box).

- | | |
|--|---|
| <input type="checkbox"/> Fish Passage/Fish Screens | <input type="checkbox"/> Introduced Species |
| <input type="checkbox"/> Habitat Restoration | <input type="checkbox"/> Fish Management/Hatchery |
| <input type="checkbox"/> Local Watershed Stewardship | <input checked="" type="checkbox"/> Environmental Education |
| <input type="checkbox"/> Water Quality | |

Does the proposal address a specified Focused Action? multiple yes multiple no

What county or counties is the project located in? NA

Indicate the geographic area of your proposal (check only one box):

- | | |
|---|--|
| <input type="checkbox"/> Sacramento River Mainstem | <input type="checkbox"/> East Side Trib: _____ |
| <input type="checkbox"/> Sacramento Trib: _____ | <input type="checkbox"/> Suisun Marsh and Bay |
| <input type="checkbox"/> San Joaquin River Mainstem | <input type="checkbox"/> North Bay/South Bay: _____ |
| <input type="checkbox"/> San Joaquin Trib: _____ | <input checked="" type="checkbox"/> Landscape (entire Bay-Delta watershed) |
| <input type="checkbox"/> Delta: _____ | <input type="checkbox"/> Other: _____ |

Indicate the primary species which the proposal addresses (check all that apply):

- | | |
|--|--|
| <input type="checkbox"/> San Joaquin and East-side Delta tributaries fall-run chinook salmon | <input type="checkbox"/> Spring-run chinook salmon |
| <input type="checkbox"/> Winter-run chinook salmon | <input type="checkbox"/> Fall-run chinook salmon |
| <input type="checkbox"/> Late-fall run chinook salmon | <input type="checkbox"/> Longfin smelt |
| <input type="checkbox"/> Delta smelt | <input type="checkbox"/> Steelhead trout |
| <input type="checkbox"/> Splittail | <input type="checkbox"/> Striped bass |
| <input type="checkbox"/> Green sturgeon | <input type="checkbox"/> All chinook species |
| <input type="checkbox"/> Migratory birds | <input type="checkbox"/> All anadromous salmonids |
| <input checked="" type="checkbox"/> Other: _____ | |

Specify the ERP strategic objective and target (s) that the project addresses. Include page numbers from January 1999 version of ERP Volume I and II:

NA UNTIL FURTHER MATTER CHOSEN

Indicate the type of applicant (check only one box):

- | | |
|--|--|
| <input type="checkbox"/> State agency | <input type="checkbox"/> Federal agency |
| <input type="checkbox"/> Public/Non-profit joint venture | <input checked="" type="checkbox"/> Non-profit |
| <input type="checkbox"/> Local government/district | <input type="checkbox"/> Private party |
| <input type="checkbox"/> University | <input type="checkbox"/> Other: _____ |

Indicate the type of project (check only one box):

- | | |
|-------------------------------------|---|
| <input type="checkbox"/> Planning | <input type="checkbox"/> Implementation |
| <input type="checkbox"/> Monitoring | <input checked="" type="checkbox"/> Education |
| <input type="checkbox"/> Research | |

By signing below, the applicant declares the following:

- 1.) The truthfulness of all representations in their proposal;
- 2.) The individual signing the form is entitled to submit the application on behalf of the applicant (if the applicant is an entity or organization); and
- 3.) The person submitting the application has read and understood the conflict of interest and confidentiality discussion in the PSP (Section 2.4) and waives any and all rights to privacy and confidentiality of the proposal on behalf of the applicant, to the extent as provided in the Section.

Ted Smith, President, Friends of the San Francisco Estuary

Printed name of applicant

Ted Smith

Signature of applicant

Friends of the **ESTUARY**

PROTECTING • RESTORING • ENHANCING
THE SAN FRANCISCO BAY DELTA ESTUARY

Watershed Anatomy and Restoration Profiles ENVIRONMENTAL EDUCATION

ESTUARY NEWSLETTER

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EXECUTIVE SUMMARY

Over a period of two years, *ESTUARY* newsletter will research, write, lay out, illustrate, publish and distribute 12 special, four-page, in-depth supplements focusing on watersheds in the CALFED problem area and restoration projects funded by CALFED/Category 111. The supplements--to be bound into the newsletter and distributed to 3,600 Bay-Delta insiders, as well as other targeted constituents--will be specifically designed to support CALFED-funded efforts to rehabilitate the natural capacity and functional connectivity of the Bay Delta *ESTUARY* by providing concise, accessible and credible public information.

In the first year of the proposed project, six special *Watershed Anatomy* supplements will explore specific watersheds within the CALFED problem area from top to bottom, describing unique geographic features, the path of water through the watershed, land use impacts, specific sources of pollutants, scientific research underway, pollution prevention efforts, exotic species problems, restoration projects, and challenges of watershed management. In the second year of the proposed project, six special *Restoration Profile* supplements will describe a completed or under-construction CALFED/Category III funded restoration project. Supplements will include substantive technical and scientific information on restoration approach and techniques in the field (and on the accuracy of modeling tools and projections); interviews with key project designers, managers and neighbors; statistical information on acreage, water volumes, plant and animal populations; restoration budgets etc. The purpose of these *Restoration Profiles* will be to report back to the public at large on dollars spent, work accomplished, problems encountered, lessons learned and next steps.

These in-depth supplements will apply *ESTUARY*'s recognized ability to convey and condense complex technical information and a diversity of viewpoints in a lively and engaging format. *ESTUARY* has provided a uniquely independent source of high-quality information on Bay-Delta water issues for over six years.

As an environmental education project describing whole watersheds and a diversity of restoration projects, the proposed supplements have the potential to cover the entire CALFED geographic area, and to address most, if not all, biological and ecological objectives.

The estimated two-year cost of the proposed project is \$108,710

PROJECT DESCRIPTION

ESTUARY newsletter will research, write, lay out, illustrate, publish and distribute 12 special in-depth supplements focusing on watersheds in the CALFED problem area and on restoration projects funded by CALFED/Category III. The supplements will be specifically designed to support other CALFED-funded efforts to rehabilitate the natural capacity and functional connectivity of the Bay Delta *ESTUARY* by providing concise, accessible and credible public information to a targeted audience.

These in-depth sections will apply *ESTUARY*'s recognized ability to convey and condense complex technical information and a diversity of viewpoints in a lively and engaging format. Sections will be written in a journalistic style, with quotes from scientists, stakeholders, resource managers and community members. As such, they will convey CALFED principals and goals in a style accessible to interested lay readers everywhere.

Each special supplements will be a four-page, three-color insert bound into the newsletter, include professional black and white photography and technical illustrations, and have its own graphic identity distinct from *ESTUARY*. Issues with special supplements in them will be distributed not only to *ESTUARY*'s list of 3,600 Bay-Delta insiders, but also to new mailing lists with an interest in the issues covered by the section.

ESTUARY will provide additional stand-alone copies of the supplements to CALFED and to groups working on the issues on the ground, as requested, for local public outreach. At the end of each year, all six watershed and restoration supplements could be bound together and made available as educational collections of case studies and a reference for future work (funding for this purpose would be requested at a later date).

Anatomy of a Watershed

In the first year, six special supplements will explore specific watersheds within the CALFED problem area from top to bottom, describing unique geographic features, the path of water through the watershed, land use impacts, specific sources of pollutants, scientific research underway, pollution prevention efforts, exotic species problems, restoration projects, and challenges of watershed management.

The purpose of these *Watershed Anatomies* will be to convey how diverse factors and activities distributed across a large landscape relate to each other through water, and to make the rather bureaucratic and cerebral idea of watershed planning and management real and alive for the public through actual on-the-ground examples of real people doing real things. These may also bring home the idea that each of our actions and lifestyles make a difference in terms of watershed health. A illustrated map of each watershed will accompany each section.

In addition to *ESTUARY*'s 3,300 subscribers, each *Watershed Anatomy* will be mailed to approximately 1,000 additional stakeholders, including local officials and agency staff, land use planners, teachers and community leaders. By enhancing public understanding of the profiled watersheds and the impact of human activity within them, the *Watershed Anatomy* supplements will help to build support for CALFED's Watershed Program. Cumulatively, the *Watershed Anatomy* supplements will encourage and support watershed stewardship throughout the ERP area.

Restoration Profile

In the second year, six special sections will describe a completed or under-construction CALFED/Category III funded restoration project. Sections will include substantive technical and scientific information on *restoration approach and techniques in the field (and on the accuracy of modeling tools and projections)*; interviews with key project designers, managers and neighbors; statistical information on acreage, water volumes, plant and animal populations, restoration budgets etc. Projects chosen for coverage should be far enough along in implementation to provide on-the-ground information about success, and concrete results from monitoring.

The purpose of these *Restoration Profiles* will be to report back to the public at large on dollars spent, work accomplished, problems encountered, lessons learned and next steps. In so doing, the *Restoration Profiles* will help to build support for, and commitment to, both the projects profiled and related or similar projects throughout the CALFED area.

In addition to *ESTUARY*'s subscribers, the first issue containing a *Restoration Profile* will be mailed to approximately 3,000 additional restoration professionals, watchdogs and others, both in the CALFED area and nationally. If they request it, these readers will also receive subsequent *Restoration Profile* issues.

METHODS & PROCEDURES

ESTUARY has a staff of two editors and numerous writers with a established track record in researching and reporting on scientific and technical issues relating to the Bay and Delta, as well as producing and distributing educational materials in print and on line. *Conventional journalistic methods of print and on-line* research combined with interviews will be applied, followed by the critical step of expert review of draft materials for accuracy and balance. At all times, it is *ESTUARY*'s goal to remain "impartial" and to present all reasonable points of view, both positive and critical. *ESTUARY* would retain at all times full editorial control over content.

At the beginning of each project year, an initial meeting of appropriate CALFED staff, consultants and other parties would be held to discuss which watersheds and which restoration projects would make the most appropriate and educationally valuable subject matter.

Each issue of *ESTUARY* containing a special supplement will be distributed to *ESTUARY*'s list of 3,600 agency staff, environmental consultants, legislators, scientists, teachers, and representatives from environmental, business, farming, discharger and community groups. In addition, in order to reach a broader audience, *ESTUARY* will seek new mailing lists tailored to the subject matter and geographic focus of each insert and will mail the issue to those lists.

TASKS, DELIVERABLES & SCHEDULE*

YEAR 1: August 1999-July 2000

TASK 1: Meet with CALFED staff and advisory committee to choose six watersheds.

PRODUCT: List of watersheds to be covered in special supplements.

SCHEDULE: August 1999

TASK 2: Research, write, produce and distribute first *Watershed Anatomy*.

PRODUCT: Four page, 2,500 word story, with photos and map, on one watershed distributed to 3,600 readers.

SCHEDULE: October 1999 (published in October issue of *ESTUARY*)

TASK 3: Mail first *Watershed Anatomy* (and accompanying *ESTUARY* issue) to at least 1,000 additional readers targeted within the subject watershed or related interests.

PRODUCT: Expanded public outreach and education.

SCHEDULE: October 1999

TASKS 4-14: Repeat tasks 2 & 3 for an additional five watersheds, inserting one in each issue of *ESTUARY* for the remainder of the project year.

PRODUCT: Five special supplements and public education on diverse watersheds.

SCHEDULE: December 1999 & February, April, June & August 2000.

YEAR 2: August 2000-July 2001

TASK 1: Meet with CALFED staff and advisory committee to choose six restoration projects.

PRODUCT: List of projects to be covered in special supplements.

SCHEDULE: August 2000

TASK 2: Research, write, produce and distribute first *Restoration Profile*.

PRODUCT: Four page, 2,500 word story, with photos and technical illustrations, on one restoration project distributed to 3,600 readers.

SCHEDULE: October 2000

TASK 3: Mail first *Restoration Profile* (and accompanying *ESTUARY* issue) to at least 3,000 additional readers targeted for their involvement or potential for involvement in restoration.

PRODUCT: Expanded public outreach and education.

SCHEDULE: October 2000

TASKS 4-9: Repeat Task 2 for an additional five restoration projects, inserting one in each issue of *ESTUARY* for the remainder of the project year.

PRODUCT: Five special supplements and public education about restoration.

SCHEDULE: December 2000 & February, April, June & August 2001.

* Tasks 1-2 in both years are inseparable, but the number of special supplements done once started can be changed if necessary based on funding constraints. *ESTUARY* feels that at least six of each type--watersheds and restoration projects--are needed to actually learn some lessons from them as a group and provide appropriate ecosystem coverage and diversity. Task 3 is designed to maximize public outreach impacts of the special supplements, and to develop new support for CALFED and restoration and watershed work. If necessary, however, Task 3 could be dropped from both years.

LOCATION & GEOGRAPHIC BOUNDARIES

Watersheds covered in the special supplements will be within the CALFED problem area. Restoration projects will lie within the CALFED solution area. *ESTUARY* will work with CALFED staff and advisory committee to select the specific watersheds and restoration activities profiled.

ECOLOGICAL & BIOLOGICAL BENEFITS

Ecological/ Biological Objectives: As an environmental education project, *the Watershed Anatomy and Restoration Profile* supplements do not have a single, specific ecological or biological objective. Rather, they will benefit all six of the objectives identified in the 1999 Funding Priorities.

Neither watershed stewardship nor individual restoration efforts can succeed in the long-term without broad-based public support. Such support must be built on an understanding of the resource issues, challenges, and biological and physical processes involved. The *ESTUARY* supplements will help to build that support and understanding by providing both insiders and the public with concise, accessible, independent and credible information about both entire watersheds and individual restoration efforts.

Linkages: Not applicable.

System-Wide Ecosystem Benefits: The *ESTUARY* supplements are specifically intended to provide synergistic and system-wide benefits by providing a public education underpinning for watershed stewardship and restoration programs developed and implemented by groups throughout the CALFED area. In addition, by disseminating the results and lessons learned of selected restoration efforts, the supplements will facilitate the replication of successful projects and programs.

Compatibility with Non-Ecosystem Objectives: As the increase public understanding of the natural capacity and functional connectivity of the Bay-Delta *ESTUARY*, the *ESTUARY* supplements will help to enhance support for other CALFED objectives, including water quality and levee system integrity, and other CALFED programs such as watershed management. For example, by educating the public about the role of floodplains in a watershed, the supplements would help build support for levee setback strategies that improve system integrity and provide non-structural flood control benefits.

TECHNICAL FEASIBILITY & TIMING

With its existing staff and resources, *ESTUARY* has the full technical capacity to research, write, edit and produce the *Watershed Anatomy and Restoration Profile* supplements. With regard to timing, since it is assumed that many CALFED restoration projects are still only in the planning stages, the focus will be on watersheds first, with the *Restoration Profiles* following when there has been enough progress to warrant reporting.

LOCAL INVOLVEMENT

The input of local groups, agencies and stakeholders will be essential to the development of comprehensive, balanced, fully credible documents. For both the *Watershed Anatomy* and *Restoration Profile* supplements, *ESTUARY* staff will interview and incorporate the perspectives of local officials, community and environmental groups, landowners and other stakeholders.

MONITORING & DATA COLLECTION METHODOLOGY

As an environmental education project, rather than a scientific one, the *ESTUARY* supplements do not require monitoring and data collection per se. However, Friends of the *ESTUARY* will provide a yearly report on the project, including financial statements.

APPLICANT QUALIFICATIONS

ESTUARY newsletter, and its two editors, have a proven track record in providing the finest and most accurate technical, scientific and political reporting on Bay-Delta water issues. The newsletter, and any special sections produced by its editorial staff, appeal to a broad but an informed public including agency staff, legislators, city planners, scientists, engineers, environmental consultants, activists, farmers, citizens, teachers and others.

ESTUARY has been published bimonthly for over six years by the S.F. Estuary Project and Friends of the S.F. Estuary, a nonprofit organization. The newsletter's purpose is provide a single, credible, independent source of information on the enormous diversity of issues and activities influencing the use, conservation, restoration and management of the S.F. Bay-Delta *ESTUARY*, and its watersheds. Topics covered include pollution, land use, dredging, endangered species, exotic species, watershed management, water conservation, habitat restoration, flows, floods, wetlands, creeks and more. Every issue explores a wider range of issues than any other newsletter, in more depth and with more technical substance than any mainstream media reporting, and with more accuracy (every story is checked by sources). *ESTUARY* also seeks to represent all viewpoints, and is the only newsletter reporting on Bay-Delta water issues that does not represent the point of view of one specific organization or agency. As a result of its editors' meticulous attention to balance, brevity, accuracy and good writing, *ESTUARY* is widely regarded as one of the very best newsletters available and its editors well-qualified to produce special sections on restoration and watershed issues.

Funding for the newsletter includes a major annual grant from is the U.S. EPA, as well as smaller grants from U.S. Fish & Wildlife, BCDC, CALFED and others, and from subscriptions. Administrative support is provided by the S.F. Estuary Project, Friends of the Estuary ABAG and the S.F. Regional Water Quality Control Board.

Management of the proposed *Watershed Anatomies* and *Restoration Profiles* project would be undertaken by *ESTUARY*'s long-time Managing Editor Ariel Rubissow Okamoto. Research and writing would be undertaken by Ms. Okamoto and *ESTUARY*'s Associate Editor Cariad Hayes, with support, as needed, from other leading environmental writers. Contract oversight and accounting for the project would be provided by Friends of the S.F. Estuary. *ESTUARY*'s existing editorial board will provide insight and ideas for watershed and restoration stories as appropriate.

PROJECT MANAGING EDITOR: Ariel Rubissow Okamoto

Ariel Rubissow Okamoto has been an environmental editor and writer since 1982, when she graduated from Wesleyan University in Connecticut with an interdisciplinary degree in "Science in Society." She has written and edited public information materials for the Sierra Club, the Trust for Public Land, the National Park Service, the Greenbelt Alliance, the Oceanic Society, Urban Ecology, the S.F. Municipal Railway, the Ridge Trail Council, the Coastal Conservancy, and the University of California Press. She has written two books on San Francisco's Cliff House, as well as a guide to the GGNRA, and published numerous columns and a travel story in the *San Francisco Chronicle*. Since 1992, she has researched and edited most of the S.F. Estuary Project's publications, including fact sheets, the 1992-1997 *State of the Estuary* report, *CCMP Workbooks*, and various pollution prevention and clean boating guides. She created and launched *ESTUARY* newsletter, and has since served as its managing editor. Over the years, she has become a specialist in Bay-Delta water issues and plans to write a book on the subject in the near future.

PROJECT ASSOCIATE EDITOR: Cariad Hayes

Cariad Hayes has worked as a writer and editor since 1986. Her clients have included the San Francisco Regional Water Quality Control Board, the Bay Area Ridge Trail Council, the East Bay Conversion and Reinvestment Commission, Urban Ecology, the Environmental Policy Center and the Nature Conservancy. As a subcontractor, she has produced public information materials on the CVPIA, the California Public Utilities Commission, the Westside Basin Groundwater Management Plan and the restoration of Hamilton Air Force Base. In addition to serving as *ESTUARY* newsletter's Associate Editor, Ms. Hayes also contributed to the S.F. Estuary Project's 1999 Bay Delta Environmental Report Card. Before launching her freelance career in 1991, Ms. Hayes was a reporter for *The American Lawyer* magazine and other national publications.

***ESTUARY's* EDITORIAL BOARD**

Chuck Batts, Bay Area Dischargers

Gary Bobker, The Bay Institute

David Booher, Flanigan Law Firm

Marcia Brockbank, S.F. Estuary Project

Wil Burns, Save S.F. Bay Association

Michael Carlin, S.F. Public Utilities Commission

Roger Crawford, S.F. State Geography, National Estuarine Reserve System

Arthur Feinstein, Audubon Society

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Eric Parfrey, Baseline Environmental Consulting

Chris Parry, Calif Coastal Commission

Jill Singleton, Cargill Salt

Will Travis, SF Bay Conservation & Development Commission

Leo Winternitz, Dept. of Water Resources

Unsolicited Comments About *ESTUARY*

"I rely on ESTUARY to explain to me what I just heard in a CALFED BDAC meeting."

Bob Raab, Save the Bay, BDAC Member

"The single most useful publication I get."

Wanda Ochoa, Bay City News Service

"It's the finest newsletter on the Estuary out there, really outstanding. It provides comprehensive coverage of all the issues, unlike other newsletters which just hammer on their own parochial issues. The writing is excellent, and the reporting fairly aggressive for a government publication."

Marc Holmes, formerly of Save the Bay

"You cover everything. It's our bible."

Patricia Cribara, Rancher

"You should know that you and the rest of your staff are doing one hell of a job. The last issue I read was filled with dynamite information. You seem to cram as much useful information as one has ever seen into eight pages."

Robin Leong, Napa-Solano Audubon Society

"Lots of substance and no apparent bias."

Bill Everett, Boyle Engineers

"I always read it, and I learn something new every time. It really covers the scope of Bay-Delta issues in a way none of us alone can keep track of... Insider information and cross-fertilization you can't find anywhere else."

Andy Gunther, Applied Marine Sciences

"I'm always amazed at how ESTUARY makes such dull things lively."

Steve Ritchie, CALFED

"It's one of the only newsletters I read from cover to cover."

Anne Riley, Waterways Restoration Institute

BUDGET: ESTUARY SUPPLEMENTS

TOTAL: \$108,710

Please note that producing these specials as part of *ESTUARY* newsletter reduces the costs of management, mailing and printing, as start up and overhead costs of these efforts are already part of *ESTUARY*'s budget. In other words, adding four pages to *ESTUARY* only increases mailing and printing costs by a small margin, compared to producing the specials as stand alones.

TOTAL CALFED BUDGET

TASK	Service* Contracts	Materials & Acquisition	Overhead (10%)	Total Cost
YEAR 1: WATERSHEDS				
Task 1	\$500		\$50	\$550
Task 2				
Management & Reporting	\$750		\$75	\$825
Research & writing	\$3200		\$320	\$3520
Design Initial Format (first time only)	\$500		\$50	\$550
Layout	\$750		\$75	\$825
Photography & Illust.	\$500		\$50	\$550
Printing	\$1700**		\$170	\$1870
Mailing Coordination	\$500		\$50	\$550
Postage***		\$264	\$26	\$290
Task 3				
Postage		\$520	\$52	\$572
List purchase****		\$250	\$25	\$275
Tasks 4-14 Total				
(5 x Tasks 2-3 above)	\$37,000	\$4420	\$4142	\$45,562
YEAR TOTAL	\$45,400	\$5,454	\$5,085	\$55,939
YEAR 2: RESTORATION				
Task 1	\$500		\$50	\$550
Task 2				
(same as watersheds above)	\$7900	\$264	\$816	\$8980
Task 3				
Postage		\$1560	\$156	\$1716
List purchase		\$750	\$75	\$825
Tasks 4-9 Total				
(5 x Task 2 above)	\$37,000		\$3700	\$40,700
YEAR TOTAL	\$45,400	\$2,574	\$4,797	\$52,771

* *ESTUARY*'s editors and designers work on a contract, consulting basis.

** Printing 3,800 copies for *ESTUARY*'s own list, plus 1000 for local targeted mailings, plus 500 stand alone copies (to be printed on demand only) to give out to CALFED and local groups for their own outreach.

*** Postage is only the amount over and above *ESTUARY*'s normal postage caused by the additional weight of four pages (3,300 copies mailed, 300 additional distributed interagency). Normal 8-page postage = 44c each; 12-page postage = 52c each.

**** *ESTUARY* assumes that some costs may be associated with acquiring mailing lists from certain entities. *ESTUARY* assumes having to buy at least half the names at a rate of 25c per name. For the Restoration Profiles, *ESTUARY* assumes only one big initial mailing of 3000. Mailing coordination costs are to cover our own data base staff and the mail house to process lists from diverse sources and in diverse formats.

QUARTERLY BUDGET

ESTUARY is produced bimonthly (six times a year). Therefore producing a quarterly budget does not really reflect how expenses will be distributed over a year. For the purposes of this proposal, we have simply divided the annual budget into four as follows.

YEAR 1 WATERSHEDS

TASK	Oct 99-Dec 99	Jan-Mar 00	Apr-Jun 00	Jul-Sept 00	Total Annual Oct-Oct
Task 1	\$550				\$550
Task 2	\$8980				\$8980
Task 3	\$847				\$847
Task 4-14		\$13,668	\$13,668	\$13,668	\$45,562

YEAR 1: RESTORATION

TASK	Oct 99-Dec 99	Jan-Mar 00	Apr-Jun 00	Jul-Sept 00	Total Annual Oct-Oct
Task 1	\$550				\$550
Task 2	\$8980				\$8980
Task 3	\$2541				\$2541
Task 4-14		\$13,567	\$13,567	\$13,567	\$40,700